

# **Sony® HDR-XR200V Handycam® Camcorder – PRODUCT INFORMATION DOCUMENT**

## **OFFICIAL NAMES**

**Sony® HDR-XR200V 120GB<sup>1</sup> High Definition Handycam® Camcorder**

## **MODELS**

**HDR-XR200V**

## **DESCRIPTION (40 CHARACTER MAXIMUM – ANYTHING OVER 40 WILL BE CUT OFF)**

### **BRIEF PRODUCT DESCRIPTION FOR USE WITH RETAIL FACT TAGS**

(35) 120GB<sup>1</sup> HDD High Definition Camcorder

## **POSITIONING STATEMENT**

### **PLEASE REFER TO AD COPY FOR WHAT TO USE IN YOUR COMMUNICATIONS**

The Sony® HDR-XR200V is a high definition, hard disk drive-based camcorder that offers a step up from the entry-level HDR-XR100 by adding a larger capacity, 120GB<sup>1</sup> hard drive, new Optical SteadyShot™ image stabilization with Active Mode, and a built-in GPS receiver<sup>7</sup> that automatically adjusts the clock to the proper time zone, displays the current location on the LCD map display, and can remember where videos are shot. In addition, the HDR-XR200V also features Highlight Playback for the easy, automatic creation of short movies, as well as an Active Interface Shoe, which can mount Intelligent Accessories to extend the camcorder's capabilities.

The HDR-XR200V replaces the HDR-SR10 for 2009.

Target customers include travelers, who desire the benefit of the HDR-XR200V's GPS capabilities<sup>7</sup>, as well as consumers interested in the larger hard drive capacity and the improved image stabilization performance of Optical SteadyShot™ image stabilization with Active Mode.

## **CAMPAIGN MESSAGE: HDNA**

Whether it's the Sony® professional HD cameras used in sports and entertainment or the Sony HD products you use at home, they all share the same genetic code. We call it HDNA. Our passion and knowledge for all things high definition extend through every HD product we make. HDNA is what allows Sony to bring you truly unmatched HD experiences and innovations that make it easy to get the best shot.

## **CATEGORY MESSAGE**

The same minds behind most professional broadcast cameras are behind Sony® HD Handycam® camcorders, so you can experience your memories like never before – with the clarity and lifelike color that comes with 1080 lines of HD resolution. Handycam® camcorders have cutting edge features like Optical SteadyShot™ image stabilization with Active Mode for superior image smoothness.

## **ADVERTISING MESSAGE**

[Provided by the Messaging Team]

## **ADVERTISING COPY**

**10 Words (13)**

The HDR-XR200V records to 120GB<sup>1</sup> in superb 1920 x 1080 high definition video<sup>2</sup>.

**25 Words (25)**

The Sony® HDR-XR200V Handycam® camcorder records stunning, 1920 x 1080 high definition video<sup>2</sup> and crystal clear still photos to a built-in 120GB<sup>1</sup> hard disk drive.

**50 Words (58)**

The HDR-XR200V records stunning, 1920 x 1080 high definition video<sup>2</sup> and crystal clear still photos to a built-in 120GB<sup>1</sup> hard disk drive. In addition, the HDR-XR200V features a GPS receiver<sup>7</sup> that can display your current location and remember where you shot your video, as well as Optical SteadyShot™ image stabilization with Active Mode for superior image smoothness.

**BASIC BULLETS (SHORT – MUST BE 55 CHARACTERS OR LESS)**

- 1920 x 1080 high definition video recording<sup>2</sup>
- 4 megapixel still image capture
- 120GB<sup>1</sup> hard disk drive
- Geotagging<sup>7</sup> with built-in GPS receiver
- Map Index function
- Face Detection technology for video and still images
- Smile Shutter™ technology for still and dual capture
- Optical SteadyShot™ image stabilization with Active Mode
- Highlight Playback
- 2.7" wide touch panel<sup>3</sup> Clear Photo LCD Plus™ display
- Power On by opening the LCD display
- Professional Carl Zeiss® Vario-Sonnar® T\* lens
- 15X Optical / 180X Digital Zoom
- 1/5" Exmor™ CMOS image sensor with ClearVid™ array
- Dolby® Digital 5.1ch recording with Built-in Zoom Mic
- Active Interface Shoe
- Dual Record with 4MP still image capture
- Includes Sony® PMB (Picture Motion Browser) software<sup>9</sup>
- Smooth Slow Record slows down fast action<sup>10</sup>
- Built-in Intelligent Flash
- x.v. Color™ technology for superior color
- HDMI™ Connection Output
- USB 2.0 interface
- BIONZ™ Image Processor
- Film Roll Index
- Face Index
- Hybrid Recording to HDD or Memory Stick Duo™ media (sold separately)
- One Touch Disc Burn for quick, easy archiving<sup>12</sup>
- Record and zoom controls on LCD frame
- BRAVIA® Sync™ technology<sup>5</sup>
- Auto Lens Cover
- Dynamic Range Optimizer

**LONG BULLETS (MEDIUM – APPROX. LENGTH AROUND 250 CHARACTERS)**

- 1920 x1080 high definition resolution lets you record your memories in exceptional Sony® Full High Definition quality<sup>2</sup>.
- 4 megapixel still image capture lets you take high resolution digital photos.
- A built-in 120GB<sup>1</sup> hard disk drive can record and store approximately thirty hours of high definition video footage (HD LP mode), or up to 56 hours of standard definition footage (SD LP mode).
- A built-in GPS receiver<sup>7</sup> automatically adjusts your camcorder's clock to the proper time zone, lets you view your current location on the LCD map display, and remembers where you shoot your videos after transferring to your content to your compatible PC.
- Map Index uses the geotagging capabilities of the built-in GPS receiver<sup>7</sup> to "tag" your shot locations on a map in the camcorder, offering a new way to easily search and find a desired scene by location or view where a scene was captured.
- Made possible by the BIONZ™ image processing engine, Face Detection technology recognizes up to 8 faces anywhere in the frame and automatically controls focus, exposure, and color to help capture smiling faces brightly and clearly.
- Smile Shutter™ technology lets the camcorder automatically take still photos when your subject smiles, even while shooting high definition video.
- Optical SteadyShot™ image stabilization with Active Mode represents the next step forward in Sony® image stabilization technology, and allows the camera lens a greater range of motion for a superior level of image smoothness.
- The Highlight Playback feature lets the HDR-XR200V automatically create a short movie - including transitions and music - by using several selectable criteria to identify and compile key scenes.
- 2.7" wide (16:9)<sup>3</sup> touch panel Clear Photo LCD Plus™ display provides excellent viewing clarity with improved resolution.
- Power on your camcorder by simply opening the LCD display.
- A professional-quality Carl Zeiss® Vario-Sonnar® T\* lens includes an advanced optical multi-layer coating that provides increased contrast for vivid images.
- 15x optical and 180x digital zoom lets you move in close on the action.
- A professional-quality Carl Zeiss® Vario-Sonnar® T\* lens includes an advanced optical multi-layer coating that provides increased contrast for vivid images.
- Dolby® Digital 5.1 channel recording captures active sounds coming from all directions, so you can experience your home movies the way you experienced them while recording. The Built-In Zoom Mic focuses audio recording on your subjects in sync with the camera's zoom lens.
- The Active Interface Shoe lets you mount Intelligent Accessories which can help extend your camcorders capabilities.
- Dual record capability lets you capture 4MP still images while shooting high definition video.
- Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images to your compatible PC. In addition, multiple output options let you burn your memories to DVD, AVCHD, and Blu-ray Disc™ media (sold separately), as well as take advantage of one click upload to a number of popular video and photo sharing sites (PC and internet connection required)<sup>9</sup>.
- Smooth Slow Record lets you slow down fast motion by increasing the record rate from 60 frames per second (fps) to 240fps<sup>10</sup>.
- For added clarity and detail when taking pictures in low-light situations, the built-in flash improves pictures and reduces shadows.
- x.v. Color™ technology can capture or display nearly twice as many (1.8x) viewable colors as the standard RGB color range.
- HDMI™ connectivity provides a simple, high-quality video and audio connection, with the ability to transmit HD video and 5.1 channel audio directly from the camcorder to compatible HDTVs via a single cable (sold separately).
- A USB 2.0 interface provides an easy way to connect your camcorder to a compatible PC for fast transfer of video and still images for editing.
- The BIONZ™ Image Processor works in conjunction with the Exmor™ CMOS image sensor with ClearVid™ array for pristine imaging. The BIONZ image processor provides Data Noise Reduction, Faster Image processing, and Data compression to preserve videos and images. In addition, the BIONZ™ image processor enables Face Detection technology and Sony's Dynamic Range Optimizer for both video and still image

capture. The higher processing speed also allows Dual Recording to capture still images while recording video.

- Film Roll Index creates scene indexes at specified display intervals, making it easier to find and playback the desired moment.
- Face Index uses Face Detection technology to organize your video footage based on the faces detected in each scene.
- Hybrid recording technology lets you record video directly to either the 120GB<sup>1</sup> hard disk drive or removable Memory Stick Duo™ or Memory Stick PRO Duo™ media (sold separately).
- Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software<sup>9</sup>. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button (DVD media sold separately)<sup>12</sup>.
- The HDR-XR200V features an additional set of record and zoom buttons on the frame of the LCD screen, give you more control and flexibility when holding the camcorder, especially in overhead or low angle shots.
- BRAVIA® Sync™ technology uses the HDMI™ connection output<sup>5</sup> to let you control both the camcorder and compatible Sony® BRAVIA® HDTV using a single BRAVIA® TV remote, and even displays the camcorder's playback menu on screen for easier navigation (HDTV and HDMI cable required, sold separately).
- An Auto Lens Cover protects the lens when the camcorder is powered off.
- The D-Range (Dynamic Range) Optimizer function adjusts the exposure and contrast of an image to counter the effects of high-contrast shooting condition, allowing for a great shot every time.

## **KEY FEATURES (LONG – UP TO PARAGRAPH LENGTH)**

### **1920x1080 high definition video recording:**

1920 x1080 high definition resolution lets you record your memories in exceptional Sony® Full High Definition quality<sup>2</sup>.

### **4 megapixel still image capture:**

4 megapixel still image capture lets you take high resolution digital photos.

### **120GB hard disk drive:**

A built-in 120GB<sup>1</sup> hard disk drive can record and store approximately thirty hours of high definition video footage (HD LP mode), or up to 56 hours of standard definition footage (SD LP mode). In addition, "HDD Smart Protection" gives you peace of mind by helping to prevent any recorded video and images from being lost if the camcorder is accidentally dropped.

### **Geotagging with built-in GPS receiver:**

A built-in GPS receiver<sup>7</sup> makes the HDR-XR200V an ideal choice for travelers. In addition to automatically adjusting your camcorder's clock to the proper time zone, the GPS receiver also gives you the ability to view your current location on the LCD map display, as well as "tag" your shooting locations. Tagged videos and still images can be reviewed and played back using the Map Index function on the camcorder or once downloaded to your PC using the supplied PMB (Picture Motion Browser) software<sup>9</sup>.

### **Map Index function:**

Map Index uses the geotagging capabilities of the built-in GPS receiver<sup>7</sup> to "tag" your shot locations on a map in the camcorder, offering a new way to easily search and find a desired scene by location or view where a scene was captured.

### **Face Detection technology for Video Footage and Digital Still Photos:**

Made possible by the BIONZ™ image processing engine, Face Detection technology recognizes up to 8 faces anywhere in the frame and by selecting the most prominent, automatically controls focus, exposure, and color to help capture smiling faces brightly and clearly. Face Detection technology also helps make skin tones look natural without affecting other colors in the image. On AVCHD models, the camcorder allocates encoding bits on

detected face areas prior to encoding other parts of the picture, making them sharper and clearer. In still picture mode, Face Detection technology sets the flash level to optimize picture clarity.

**Smile Shutter™ technology for still and dual capture:**

Smile Shutter™ technology lets the camcorder automatically take still photos when your subject smiles, even while shooting high definition video. You can also set the sensitivity and choose child, adult, or auto priority.

**Optical SteadyShot™ image stabilization with Active Mode:**

Optical SteadyShot™ image stabilization with Active Mode represents the next step forward in Sony® image stabilization technology. Active Mode improves on existing Optical SteadyShot image stabilization by allowing the camera lens to shift over a greater range of motion. This allows the HDR-XR200V to compensate for greater degrees of camera shake and deliver a stunning level of image smoothness.

**Highlight Playback:**

Why spend hours editing your movies when you can let your camcorder do it for you? Highlight Playback uses several criteria - including Face Index, Smile Shutter™ technology, Dual Capture and time range - to identify and compile key scenes into a short, entertaining movie complete with music and transitions.

**2.7" wide touch panel<sup>3</sup> Clear Photo LCD Plus™ display:**

2.7" wide (16:9)<sup>3</sup> touch panel Clear Photo LCD Plus™ display provides excellent viewing clarity with improved resolution (211K pixels). The display rotates up to 270 degrees for multiple viewing angles, as well as provides sharp, detailed images for monitoring or playback. The convenient touch panel allows easy access to menus and additional functionality such as spot focus and spot metering.

**Power On by opening LCD display:**

Power on your camcorder by simply opening the LCD display.

**Professional-quality Carl Zeiss® Vario-Sonnar® T\* Lens:**

Carl Zeiss® Vario-Sonnar® T\* lenses use highly advanced optics to deliver vivid image brilliance, true-to-life color saturation, and perfect renditions of subtle tones. The additional T\* coating further reduces unwanted glare and flare for increased contrast and color.

**15X Optical / 180X Digital Zoom:**

15X optical zoom helps to bring the action close up from far away. In addition, Digital Zoom Interpolation means that digital zooming (up to 180X) is clearer, with less distortion than previous types of digital zoom.

**1/5" Exmor™ CMOS image sensor with ClearVid™ array:**

A 1/5" Exmor™ CMOS image sensor with ClearVid™ array delivers bright, vivid, and exceptionally detailed 2.3 megapixel (effective) video footage, as well as 4 megapixel still images – all with prolonged battery life. Exmor™ technology captures images with high resolution and high sensitivity, and the advanced Sony BIONZ™ image processor improves camera response time and screens out noise so the signal from each pixel is as pure as possible.

**Dolby® Digital 5.1ch recording with Built-in Zoom Mic:**

Dolby® Digital 5.1 channel recording captures active sounds coming from all directions, so you can experience your home movies the way you experienced them while recording. The Built-In Zoom Mic focuses audio recording on your subjects in sync with the camera's zoom lens.

**Active Interface Shoe:**

The Active Interface Shoe lets you mount Intelligent Accessories, such as external lights and microphones, which can help extend the capabilities of your camcorder.

**Dual Record with 4MP still image capture:**

Dual record capability lets you capture 4MP still images while shooting high definition video, so you can capture those special moments without having to switch recording modes.

**Includes Sony® PMB (Picture Motion Browser) software:**

Sony Picture Motion Browser software offers a simple, intuitive way to transfer, sort, and view your video and still images on your compatible PC. In addition, multiple output options let you burn your memories to DVD, AVCHD, and Blu-ray Disc™ media (sold separately), as well as take advantage of one click upload to a number of popular video and photo sharing sites (compatible PC and internet connection required)<sup>9</sup>.

**Smooth Slow Record**

The Smooth Slow Record mode is a great tool for analyzing a golf swing, viewing a bird in flight or simply getting that creative slow motion shot. By increasing the record rate from 60 frames per second (fps) to 240 fps, you can capture 3 seconds of fast motion and play the video back in 12 seconds. In addition, you can record 12 seconds of audio to narrate the video footage right after the 3sec slow motion recording ends.

**Built-in Intelligent Flash:**

For added clarity and detail when taking pictures in low-light situations, the built-in flash improves pictures and reduces shadows.

**x.v. Color™ technology for superior color:**

x.v. Color™ technology enables the HDR-XR200V to capture nearly twice (1.8x) as many viewable colors as the standard RGB color range, resulting in more natural, life-like images. You can even experience this expanded color range on the big screen when you connect your camcorder to x.v. Color capable displays, including a wide range of Sony® BRAVIA® HDTVs.

**HDMI™ connection output:**

The **High-Definition Multimedia Interface (HDMI)** is a compact audio/video connector interface for transmitting uncompressed digital streams. HDMI connects digital audio/video sources such as a compatible camcorder, Blu-ray Disc™ player, a personal computer, a video game console, or an AV receiver to a compatible digital audio device and/or video monitor such as a digital television (DTV). HDMI began to appear in 2006 on consumer HDTV, camcorders and high-end digital still cameras.

**USB 2.0 interface:**

A USB 2.0 interface provides an easy way to connect your camcorder to a compatible PC for fast transfer of video and still images for editing.

**BIONZ™ Image Processor:**

The BIONZ™ Image Processor works in conjunction with the Exmor™ CMOS image sensor with ClearVid™ array for pristine imaging. The BIONZ image processor provides Data Noise Reduction, Faster Image processing, and Data compression to preserve videos and images. In addition, the BIONZ™ image processor enables Face Detection technology and Sony's Dynamic Range Optimizer for both video and still image capture. The higher processing speed also allows Dual Recording to capture still images while recording video.

**Film Roll Index:**

Like chapters in a book, Film Roll Index helps you easily find desired scenes in video footage. When using this feature, the camcorder previews the beginning of scenes and can create scene indexes set at specified display intervals (3, 6, or 12 seconds and 1 or 5 minutes).

**Face Index function: Face Index makes it easier than ever to find and play back the right video scene.**

**Using Face** Detection technology, Face Index indexes your video footage according to the faces detected in each scene. When it's time to play back video, simply search for what you want by selecting from among the detected faces displayed in the index.

**Hybrid Recording to HDD or Memory Stick Duo™ media:**

Hybrid recording technology delivers a new level of flexibility of capturing and transferring your video footage and digital photos from the camcorder to compatible viewing devices. Record to 120GB<sup>1</sup> hard disk drive or choose instead to record to removable Memory Stick PRO Duo™ media (sold separately). You can even select from various dubbing functions to easily copy video or still images from the HDD to the Memory Stick® media -- without using a PC.

**One Touch Disc Burn:**

Easily burn a DVD copy of your footage using the supplied PMB (Picture Motion Browser) software<sup>9</sup>. Simply connect the camcorder to your compatible PC via a USB cable and press the One Touch Disc Burn Button (DVD media sold separately)<sup>12</sup>.

**Record and zoom controls on LCD frame:**

The HDR-XR200V features an additional set of record and zoom buttons on the frame of the LCD screen, give you more control and flexibility when holding the camcorder, especially in overhead or low angle shots.

**BRAVIA® Sync™ technology:**

BRAVIA® Sync™ technology<sup>5</sup> offers greater ease of use in controlling compatible Sony products connected via an HDMI™ (CEC) connection. HDMI connectivity provides a simple, high-quality video and audio connection, with the ability to transmit HD video and up to 5.1 channel audio directly from the camcorder to compatible HDTVs via a single HDMI cable, sold separately. With BRAVIA Sync (CEC) technology, the HDMI connection also delivers the ability to control both the camcorder and HDTV using a single BRAVIA® TV remote<sup>5</sup> and displays the camcorder’s playback menu on screen for easier navigation.

**Auto Lens Cover:**

n Auto Lens Cover protects the lens when the camcorder is powered off.

**Dynamic Range Optimizer:**

The D-Range (Dynamic Range) Optimizer function adjusts the exposure and contrast of an image to counter the effects of high-contrast shooting condition, allowing for a great shot every time. The D-Range Optimizer suppresses “blackout” in dark areas such as shadows and “whiteout” in bright areas such as skies. As a result, the captured image appears as natural as the original scene.

**LOGOS:**

1920x1080 Full HD recording
GPS
Face Detection
Smile Shutter
Optical SS w/ Active Mode
Highlight Playback
2.7” <sup>3</sup> Clear Photo LCD Plus
Zeiss
ClearVid CMOS
Exmor
Dolby Digital 5.1ch
x.v. Color
HDMI
USB 2.0
BIONZ
Hybrid
BRAVIA Sync
D-Range Optimizer

**FOOTNOTES (at least 8pt font):**

1. 120GB available. Storage capacity may vary. A portion of the memory is used for data management functions.

2. This camcorder captures high definition footage in the AVCHD format. DVD media containing AVCHD footage should not be used with DVD based players or recorders, as the DVD player/recorder may fail to eject the media and may erase its contents without warning. DVD media containing AVCHD footage must only be played back on a compatible Blu-ray Disc devices, PC with supplied software or PLAYSTATION®3 devices.
3. Viewable area measured diagonally.
5. Requires BRAVIA Sync feature in each product, including a compatible BRAVIA® HDTV. Please refer to owner's manual to determine compatibility.
7. By using Picture Motion Browser software, supplied with certain Sony cameras and camcorders, a PC and a broadband Internet connection, your photos can be shown on an online map service. The online map service is currently provided courtesy of Google, and is subject to change or termination without notice.
9. Requires Windows 2000 Professional SP4, Windows XP SP2, or Windows Vista. Not supported by Mac OS.
10. Smooth Slow Record captures 3 seconds of video which play back over 12 seconds.
12. One Touch Disc Burn feature requires DVDDirect burner or compatible PC with supplied PBM software (sold separately).

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